

18        4. The method of claim 3, wherein said generated receiver specific signal is a  
19        *same* control signal, said method further comprising the steps of:  
20            communicating said control signal to a selective transmission device; and  
21            controlling said selective transmission device to select said received one or more  
22        units of programming.

1           5. The method of claim 3, wherein said generated receiver specific signal is a  
2 programming signal, said method further comprising the step of placing one or more  
3 data for output at a memory location that outputs to said output device.

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6. ✓ A method of delivering a receiver specific program at at least one of a plurality of receiver stations, each of said plurality of receiver stations having a computer and an output device, comprising the steps of:  
    (1) receiving said control signal;  
    (2) receiving a second control signal which operates at a transmitter station to communicate said control signal to a transmitter; and  
    (2) transmitting said control signal, said control signal effective at said at least one of a plurality of receiver stations to control said computer to generate a receiver specific value by processing information stored in said computer, generate a receiver specific signal based on said receiver specific value, and communicate a unit of programming to said output device based on said receiver specific signal.

7. ✓ A method of delivering a receiver specific program at at least one of a plurality of receiver stations, each of said plurality of receiver stations having a computer and an output device, comprising the steps of:  
    (1) receiving and storing said control signal; and  
    (2) causing said control signal to be communicated to a transmitter at a specific time, thereby to transmit said control signal, said control signal effective at said at least one of a plurality of receiver stations to control said computer to generate a receiver specific value by processing information stored in said computer, generate a